Permit #S00105374

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00105374 **Type of Permit:** STILL **Release Date:** 03/14/2016

Production Company ROUTE 7 PRODUCTIONS INC

Insured Company Name ROUTE 7 PRODUCTIONS INC

Contact Phone No. 1 305-531-2160
Contact Phone No. 2
Fax
Address 690 LINCOLN RD, #302
MIAMI, Florida 33139

Production Title JC PENNY

Type of Production Still Photo

Producer Dana Smith

Director Dana Smith

1st AD n/a n/a

Production Manager Edwin Scharlau

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Edwin Scharlau
Primary Phone Mobile - 305-439-7443
Secondary Phone Office - 305-531-2160

Location Assistant Dana Smith
Primary Phone Mobile - 404-918-8308
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
SANTA MONICA STILL PHOTO APPLICATION FEE	$112.44
SANTA MONICA BEACH STILL PHOTO LOCATION FEE	$136.98
SANTA MONICA ANNENBERG BEACH HOUSE PARKING LOT(S)	$200.00
SANTA MONICA ANNENBERG BEACH HOUSE STILL PHOTO VOLLEYBALL COURTS LOCATION FEE	$250.00

Total Permit Fee $1,324.42

Number of Locations 2

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Summary Information — Location

Permit Number	S00105374	**Location Manager**	Edwin Scharlau
Production Company	ROUTE 7 PRODUCTIONS INC	Primary Phone	Mobile - 305-439-7443
Insured Company	ROUTE 7 PRODUCTIONS INC	Secondary Phone	Office - 305-531-2160
Production Title	JC PENNY		

Location Address 415 Pacific Coast Highway, Santa Monica, CA, 90402

Location Name ANNENBERG COMMUNITY BEACH HOUSE

Location Type Government Building/Facility

Film Dates 3/15/2016 - 3/15/2016 08:00 - 18:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	10
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	10

Filming Activities Camera on sticks; Exterior establishing shots; Exterior models against scenery; Handheld equipment; Interior models against scenery; Talent atVolleyball court #4;

Jurisdiction
Political: City of Santa Monica
Police: Santa Monica Police Department
Fire: Santa Monica Fire Department

Location Notes No posting of production/directional signs allowed on public property.

Approvals

SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Mike Braaten
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ANNENBERG BEACH HOUSE/CIVIC AUDITORIUM	Elizabeth Dugan

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

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Production Title	JC PENNY		

Location Address SANTA MONICA BEACH (EXCLUDING PIER & OCEAN FRONT WALK), SANTA MONICA, CA, 90401

Location Name SANTA MONICA BEACH

Location Type Beach

Location Description WHEN HAVING WATER ACTIVITY OR REQUESTING USE OF LIFEGUARD TOWERS
* PRODUCTION NEEDS TO CONTACT THE LEAD SANTA MONICA LIFEGUARD CAPTAIN 2 DAYS IN ADVANCE AT 310-394-3261 TO DISCUSS THEIR ACTIVITY.

*****SANTA MONICA BEACH SUMMER RESTRICTIONS - 5/16/15 THRU 9/7/15 (SCROLL DOWN)*****
*No filming at the beach on weekends - still and motion
*The bike path cannot be used for filming from Memorial Day weekend through Labor Day weekend.
*Filming on Ocean Front Walk will be permitted on a case-by-case basis, discuss with Debbie Braley prior to sending permit.
*Filming is not allowed on beaches or beach parking lots on Memorial Day, July 4th or Labor Day weekends.
*Please keep in mind that the Twilight Concert Series will take place every Thursday at 7pm starting on July 10th these concerts can attract a couple thousand people to the pier and the beach. Sound checks usually occur much earlier in the day and can impact productions recording sound.

Film Dates 3/15/2016 - 3/15/2016 08:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Cube Trucks	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	20

Filming Activities Equipment on sand; Exterior establishing shots; Exterior models against scenery; Handheld equipment; models on beach/sand; water activity (knee deep) from 1pm-5pm only (cleared w/beaches) ; shooting at the volleyball nets west of the annenberg house (cleared w/beaches) ;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

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Location Notes No posting of production/directional signs allowed on public property.

Approvals

SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Mike Braaten
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE	Wendy Pietrzak

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Production Title	JC PENNY		

BEACH AND BEACH PARKING LOTS

Parking

Base Camp
Location Type : Filming Location
Parking Notes
annenberg

Crew Parking
Location Type : Filming Location

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